

Microsoft Advertising Exchange (MAX)

Last Updated – 3/9/2017

Overview

The Microsoft Advertising Exchange (MAX) offers a quality, engaged audience; open and flexible ecosystem accessible using your preferred technology partner and precision targeting your audience using your data.

- Microsoft Advertising offers in-unit ads to serve through the Exchange. Expandable ads are supported **on MSN only**. Expandable ads are incompatible with Outlook.com.
- MAX Deals takes MAX a step further with transparency, contextual packages, audience targeting and behavioral targeting.

Deliverables

- **SSL is required for all publishers**
- **Flash is not supported on MSN, Mobile, Skype or Apps**

MSN

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	300x250, 300x600, 728x90, 970x250	60 KB
Initial File Download	HTML5, GIF, Anim- GIF, PNG, JPEG <i>*Flash NOT supported</i>	300x250, 300x600, 728x90, 970x250	200 KB

MSN MOBILE BROWSE

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	320x50, 300x250	50 KB

Initial File Download	HTML5, GIF, Anim-GIF, PNG, JPEG <i>*Flash NOT supported</i>	320x50, 300x250	200 KB
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WINDOWS APPS, MSN MOBILE APPS

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	300x50, 480x80, 320x50, 300x250, 160x600, 250x250, 250x510, 728x90	40 KB
Initial File Download	HTML5 <i>*Flash NOT supported</i>	300x50, 480x80, 320x50, 300x250, 160x600, 250x250, 250x510, 728x90	40 KB

OUTLOOK.COM

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	160x600	60 KB
Initial File Download	HTML5, GIF, Anim-GIF, PNG, JPEG, FLV, SWF	160x600	200 KB

SKYPE

<i>Ad components</i>	<i>File Type</i>	<i>Dimensions</i>	<i>Max File Size</i>
Backup Image	GIF or JPEG	320x50, 300x250, 160x600, 300x600, 728x90	60 KB
Initial File Download	HTML5 <i>*Flash NOT supported</i>	320x50, 300x250, 160x600, 300x600, 728x90, 650x170	60 KB

- MSN Apps only available in these 24 markets: AU, AT, BR, BE, CA, CN, DN, FI, FR, DE, IN, IE, IT, JP, MX, NL, NO, PT, RU, ES, SE, CH, UK, US. Note: MSN apps only support 320x250 in mobile regardless of OS. The 320x250 is only available for MSN apps on iOS and Android
- Mobile 300x250 is only available on mobile browse, and MSN apps on iOS and Android.

Ad Specifications

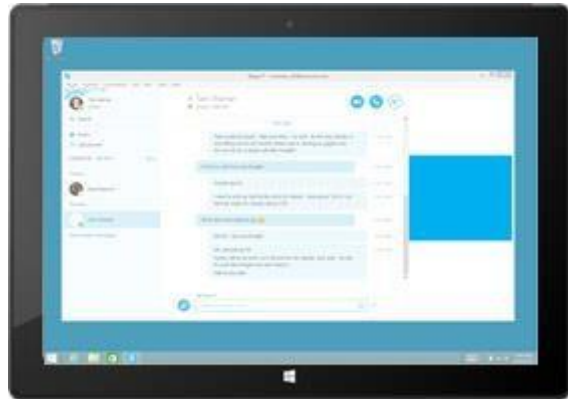
Border	Initial size ad creative must feature a 1 pixel border (gray [#666666] or black recommended, though any color that clearly distinguishes the ad from the content may be used).
Animation/Looping Limit	Allowed; duration 15 seconds
Audio Specifications/Limit	Allowed; user initiated only
Audio	Audio must be user-initiated and never automatic. Audio on/off toggle button must be present at all times when sound is available. All ad audio must be muted or paused on click-through.
HTML5 Required	Conform to all IAB standards
SSL	<p>REQUIRED FOR ALL PUBLISERS</p> <p>Both ads and tracking tags must be SSL compliant. Ads that are not SSL compliant will not be accepted.</p> <ul style="list-style-type: none"> • All 3rd party content must serve SSL (https) compliant ads.
Z-index	<30,000 is required so the service bar and mega menu do not drop behind the ad.
Click urls	Click destination URL must open in a new browser.

Examples

MSN Homepage



Skype



Ads in Apps on Windows Phone



Windows Ads in Apps on MSN



Policies and guidelines

[Creative Acceptance Policy](#)